

**4421-02 -201**

**Level 2 Award in Principles of Customer Service in Hospitality, Leisure,  
Travel and Tourism**

**Sample paper**

**Marking scheme**

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### Grading Criteria

To **pass**, the candidate must achieve **25 marks out of 36 marks (70%)**.

**Please accept alternative reasonable/suitable answers.**

### Section A – 36 Marks

No.	Questions and Answers	Marks
1.	a) Identify <b>two</b> benefits to an organisation of giving good customer service. Customer loyalty Increased sales/profits Building good reputation Gives an edge over the competition Customers will pay extra for good service New custom through recommendation <b>1 mark</b> each to a maximum of <b>2 marks</b>	(2 marks)
	b) Identify <b>one</b> benefit to a customer service deliverer of giving good customer service. Job satisfaction Customer returns/more sales Tips <b>1 mark</b> each to a maximum of <b>1 mark</b>	(1 mark)
2.	State <b>one</b> type of organisation and give an example of <b>one</b> of its internal customers and <b>one</b> of its external customers. Type of organisation: eg hotel, restaurant, gymnasium. Internal customer relevant to organisation: eg HR, Training, Finance. External customer relevant to organisation: eg Guest, member. (NB: the words 'customer' should not be accepted) <b>1 mark</b> each to a maximum of <b>3 marks</b>	(3 marks)
3.	State <b>three</b> benefits of allowing staff to experience the product/ services offered by the organisation. Product knowledge They will be able to recommend to the customer They can provide feedback to the management <b>1 mark</b> each to a maximum of <b>3 marks</b>	(3 marks)
4.	Give <b>four</b> interpersonal skills desirable in a customer service deliverer. Communication Listening Questioning Professionalism Decision-making Problem-solving Teamworking <b>1 mark</b> each to a maximum of <b>4 marks</b>	(4 marks)

5.	<p>State <b>two</b> benefits to an organisation of staff wearing a uniform/ having a dress code.</p> <p>Smart appearance  Staff easily identifiable to customers  Corporate image portrayed  Positive impression given to customer</p> <p style="text-align: right;"><b>1 mark</b> each to a maximum of <b>2 marks</b></p>	(2 marks)
6.	<p>State an appropriate way of communicating with customers with the following needs:</p> <p>Confused about what they want:  Open questions to establish needs, closed questions to confirm</p> <p>Hearing impaired:  Speak slowly and face customer for lip reading</p> <p>Sight impaired:  Keep customer informed of what you are doing</p> <p style="text-align: right;"><b>1 mark</b> each to a maximum of <b>3 marks</b></p>	(3 marks)
7.	<p>State <b>three</b> customer expectations on going to a restaurant.</p> <p>Staff will greet them  Premises will be clean  Food will be enjoyable  Staff will attend them promptly  Will be value for money  Will be treated with courtesy and respect  Will be better than eating at home</p> <p style="text-align: right;"><b>1 mark</b> each to a maximum of <b>3 marks</b></p>	(3 marks)
8.	<p>List <b>three</b> techniques for communicating with a customer who is angry and abusive.</p> <p>Stay calm  Polite  Appropriate, non-aggressive body language  Listen  State action to be taken  Call supervisor if necessary</p> <p style="text-align: right;"><b>1 mark</b> each to a maximum of <b>3 marks</b></p>	(3 marks)
9.	<p>Identify <b>three</b> reasons a customer may choose one service organisation rather than another.</p> <p>Price  Value for money  Location  Facilities  Level of service</p> <p style="text-align: right;"><b>1 mark</b> each to a maximum of <b>3 marks</b></p>	(3 marks)

10.	<p>List <b>three</b> things an organisation can do to encourage a customer to return.</p> <p>Provide value for money  Provide good customer service  Exceed customer expectations  Loyalty scheme/offer discount on future purchase  Target them with offers</p> <p style="text-align: right;"><b>1 mark</b> each to a maximum of <b>3 marks</b></p>	(3 marks)
11.	<p>Describe <b>three</b> methods that could be used to ensure service providers can handle complaints effectively.</p> <p>Having a policy of welcoming customer complaints  Setting up a system to handle complaints effectively  Training staff to handle complaints well  Dealing with complaints immediately  Ensuring the process for making complaints is easy for customers  Regularly reviewing the complaints record for previous solutions</p> <p style="text-align: right;"><b>1 mark</b> each to a maximum of <b>3 marks</b></p>	(3 marks)
12.	<p>State <b>one</b> purpose of each of the following:</p> <p>Customer Charter:  Sets out service standards; sets out complaints procedure; customer knows what to expect</p> <p>Customer Complaint Log:  Written record that can be referred to later; can be analysed with a view to improvement</p> <p>Refund/Replacement policy:  Staff have guidelines they can follow; customer knows what to expect</p> <p style="text-align: right;"><b>1 mark</b> each to a maximum of <b>3 marks</b></p>	(3 marks)
Total		<b>(Total 36 Marks)</b>